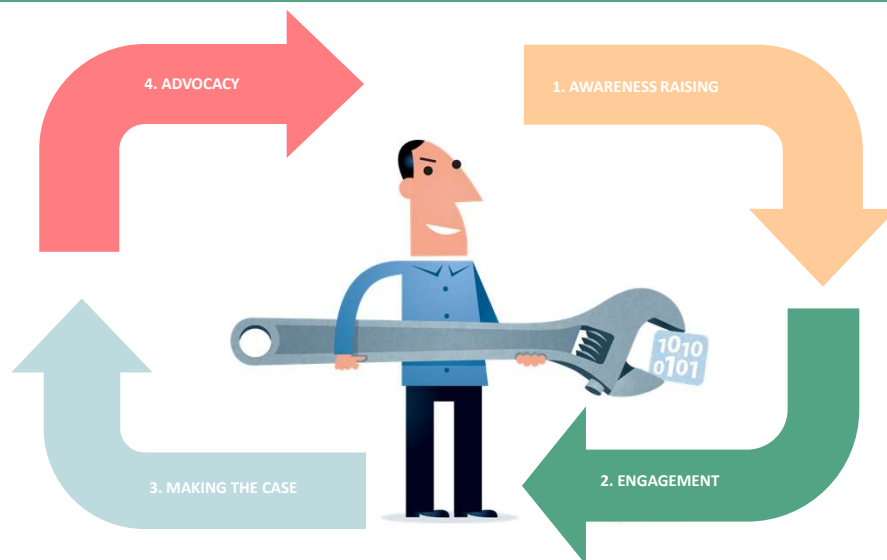


Tools for Advocacy



Reflecting on the Advocacy cycle

For each step, directing different messages at gradually more refined audiences:

1. Awareness raising – informal chats, topical notes, pre-prepared statements about digital preservation, generally talking about digital preservation!
2. Engagement – refine and tailor your messages to demonstrate what is required for digital preservation, in a language understood by your target audiences. Appealing to their motivators and priorities. Part of this stage of the process could include: a gap analysis, a risk/opportunity register, a completed RAM assessment or a policy document
3. Making the Case – invited to submit a Business Case in whichever format your organisation uses or as requested, could be a presentation or a written proposal...
4. Advocacy – provide reports, feedback, statistics in whichever format they wanted to see that information.

Some tools!

- Benching Marking
 - Gap Analysis
 - Risk Analysis
 - Maturity Modelling
- Develop a Digital Preservation Policy
- Build a Business Case



How do they help?

They say to your chosen stakeholders in clear terms: this is where we are, this is where we should be (where you want to be) and this is what is required to get there.

Let's do some
benchmarking!



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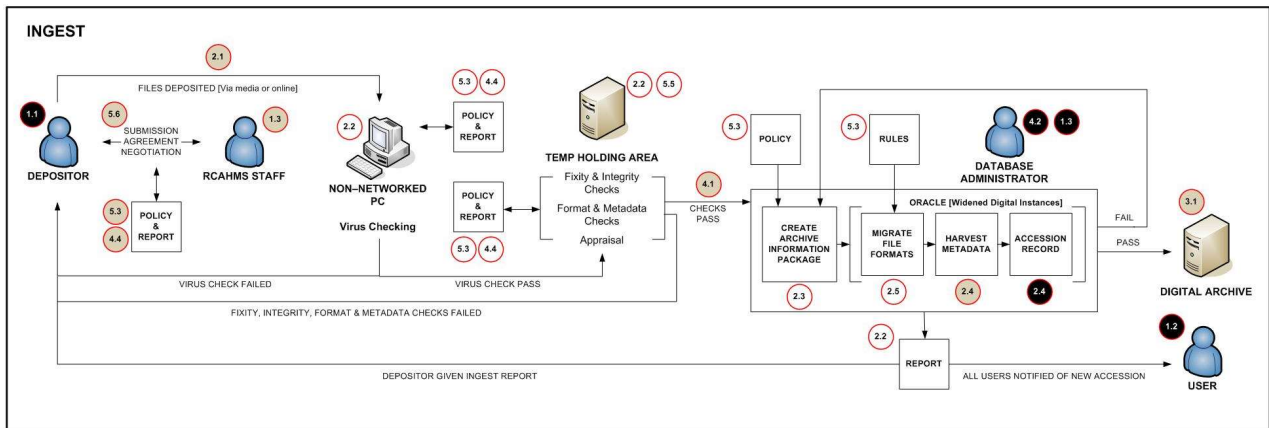
Gap Analysis

- Identifies gaps between where we are and where we want to be
- Establishes clear objectives
- Helps identify areas for work
- Facilitates planning and prioritisation
- Workflow/process modelling a useful approach



- Conducting this analysis helps distil out what is required to help you achieve your objectives
- helps you identify a set of clear objectives - and to prioritise what you do first.
- Developments will most likely be incremental,
- Can return to the benchmarking process at regular intervals to demonstrate further areas for work, and areas where progress has been made (useful when reporting into your advocates at a later stage in the process).

Gap Analysis: An Example



Obvious gap in the middle of the process helped to persuade senior managers that support was required.

Risk Analysis

- Digital Preservation is risk management at a fundamental level
- Understanding key risks can identify priorities
- Can provide a common language to discuss Digital Preservation issues with non-specialists
- Useful to start at a high level and develop more detail over time



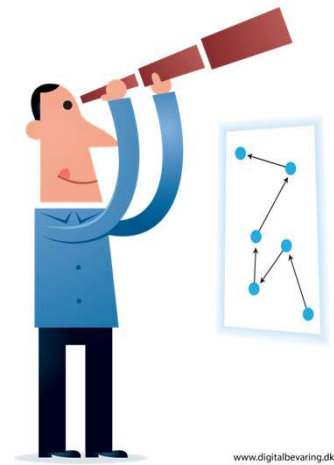
- Digital preservation can be/should be is characterised as a risk-management activity at a fundamental level; your job being to rationalise the uncertainties and threats that inhibit efforts to maintain digital object authenticity and understandability, transforming them into manageable risks.
- Associating the risks of 'doing nothing' about those gaps can be useful if 'risk' is a key consideration in your organisation - good way to get your message across as you establish risk as a common language to discuss digital preservation issues with non-digital preservation specialists.
- Work iteratively and incrementally with your risk analysis
- Start high level and add the detail as you establish that common understanding.

Risk Analysis: Some resources

- The National Archives' digital continuity service www.nationalarchives.gov.uk/information-management/our-services/dc-risk-opportunities.htm
- DiAGRAM <https://nationalarchives.shinyapps.io/DiAGRAM/>
- DRAMBORA www.repositoryaudit.eu/about/
- SPOT www.dlib.org/dlib/september12/vermaaten/09vermaaten.html
- Executive Guide on Digital Preservation <https://www.dpconline.org/our-work/dpeg-home>

Maturity Modelling

- Assess strengths and weaknesses
- Set goals and timescales
- Plan improvement
- Incremental development
- Not just about techniques/processes



Maturity models typically use a scale against which you self-assess your own digital preservation operations, but in providing these scales they not only help identify strengths and weaknesses, they also provide a comprehensive framework against which you can plan to make progress, and measure that progress over time.

Some Maturity Models

- Digital Preservation Management Model
 - Five levels and 3-legged stool
- NDSA Levels of Preservation
 - Five areas, four levels
 - Functional/process focused
- Digital Preservation Capability Maturity Model
 - Closely linked to OAIS
- DPC Rapid Assessment Model



DPC Rapid Assessment Model

- Applicable for organizations of any size and in any sector
- Applicable for all content of long-term value
- Preservation strategy and solution agnostic
- Based on existing good practice
- Simple to understand and quick to apply (< 2 hours)
- Online tool for DPC Members



Version 2 of the RAM was released in 2021 and took into account the feedback received since it's first release, incorporating new areas like:

- *user needs,*
- *ethics,*
- *environmental sustainability,*
- *accessibility,*
- *organizational strategy and*
- *continuity planning*

How does it work?

Organizational capabilities		
A	Organizational viability	Governance, organizational structure, staffing and resourcing of digital preservation activities.
B	Policy and strategy	Policies, strategies, and procedures which govern the operation and management of the digital archive.
C	Legal basis	Management of legal rights and responsibilities, compliance with relevant regulation and adherence to ethical codes related to acquiring, preserving and providing access to digital content.
D	IT capability	Information Technology capabilities for supporting digital preservation activities.
E	Continuous improvement	Processes for the assessment of current digital preservation capabilities, the definition of goals and the monitoring of progress.
F	Community	Engagement with and contribution to the wider digital preservation community.



Service capabilities		
G	Acquisition, transfer and ingest	Processes to acquire or transfer content and ingest it into a digital archive.
H	Bitstream preservation	Processes to ensure the storage and integrity of digital content to be preserved.
I	Content preservation	Processes to preserve the meaning or functionality of the digital content and ensure its continued accessibility and usability over time.
J	Metadata management	Processes to create and maintain sufficient metadata to support preservation, discovery and use of preserved digital content.
K	Discovery and access	Processes to enable discovery of digital content and provide access for users.

- 11 sections that you assess yourself against using a scale from 0-4
- 11 sections are split into organisational and service capabilities.
- Organisational capabilities are about how your organisation is set up to do digital preservation – is it appropriately resourced, do you have right legal frameworks, policies and IT capabilities in place etc...
- And service capabilities go more into the nitty gritty of how you actually do digital preservation.
- You can see how this might be useful when trying to explain what you need to have in place for digital preservation to your senior executives: it is asking questions about what you SHOULD have...

Maturity levels

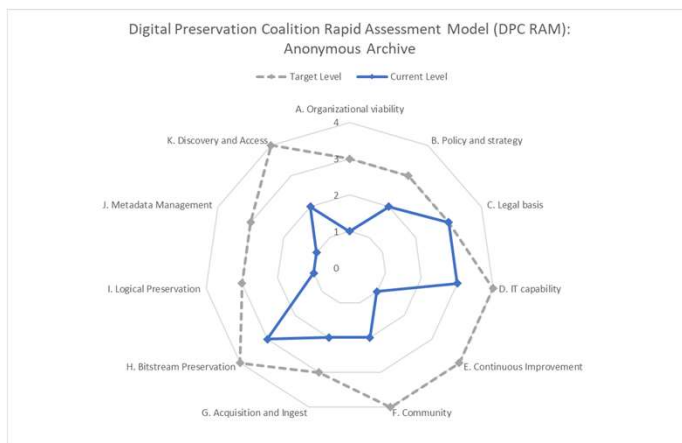
- Five maturity levels for each section
- Each has a basic definition

Maturity score	Basic definition for 'Organizational Viability'
0 – Minimal awareness	The organization has minimal awareness of the need to support digital preservation activities.
1 - Awareness	The organization is aware of the need to support digital preservation activities.
2 - Basic	Digital preservation activities are supported and resourced at a basic level within the organization...
3 - Managed	Digital preservation activities are managed and supported within the organization...
4 - Optimized	Digital preservation activities are proactively managed, enhanced and developed within the organization...

For each of those 11 sections there are 5 possible maturity levels to choose from – from Minimal awareness...where you don't really know it is a thing, to optimized where you are doing the activity in a really thorough and proactive way

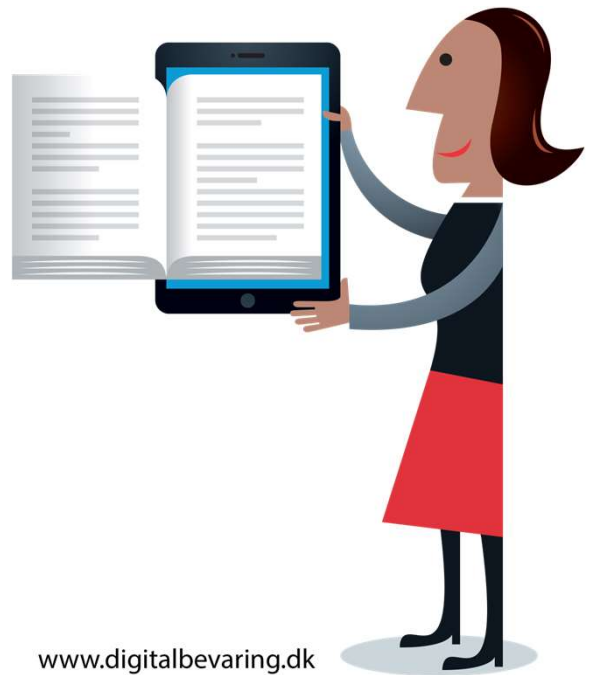
Visualising your results

<https://www.dpconline.org/digipres/implement-digipres/dpc-ram>



- Available downloadable spreadsheet template – plus visualisations of your results
- In this radar chart for example, the dark blue line would be where you are now and the dotted line is where you would like to be.
- If you are a DPC Member, we are able to take results from across the Coalition and report back benchmark figures from across the membership. And this is a really good way of understanding where you are in a group of other organisations doing digital preservation.
- A really great way of presenting the results to your senior managers in a visual way – clearly shows the gaps and where resource is required.

Developing a Digital Preservation Policy



What is a Digital Preservation Policy?

*A digital preservation policy is the **mandate** for an archive to support the preservation of digital records through a structured and managed digital preservation strategy*

The National Archives

*A digital preservation policy facilitates the effective management of the digital records ensuring the organisation is able to carry out its **mandated** functions*

InterPARES Project

What are the benefits?

- Helps to raise awareness of digital preservation
- Gains buy-in from senior management
- Solidifies commitment of the institution/organisation
- Helps support a business case for digital preservation solutions
- Supports decision making
- Guide staff in their activities related to digital preservation



- Helps to raise awareness of digital preservation – because you need people to know about the policy in order to follow it, and you need it to be signed off and adopted by senior management, so it gains that buy-in you need from executive level.
- Having a policy also solidifies commitment of the institution/organisation, it becomes part of the policy landscape and says ‘we are committed to digital preservation’ as much as we are health & safety, inclusion and diversity... for example.
- Helps support a business case for digital preservation solutions, because you cannot adhere to the policy without the support in place required to fulfil effective digital preservation practice. So in order to do that, you’re going to need X, Y, and Z...
- And alongside that, having a digital preservation policy supports decision making – it makes it easier for those signing off on supporting resources to do so, but also it makes everyone’s life easier if everyone is effectively singing from the same hymn sheet. It can guide staff in their activities related to digital preservation and everyone (should) be clearer about what they need to do to support the digital preservation process. In short, it makes the process consistent, efficient and effective.

Part of a Policy Landscape



A digital preservation policy can support, and is supported by, others like: Risk Management, Collecting Policy, IT Infrastructure policy, Security, Resourcing, Data Protection. There are dependencies and benefits which work both ways, and the likelihood is that others in the organisation will be familiar with at least one of these – so you can use the policy to establish that common understanding

Contents

- Aims and objectives
- Context
- Scope
- Principles
- Resourcing
- Responsibilities
- Should be flexible and regularly reviewed (3-5 years)



A policy doesn't have to be onerous to write (or read) – keep it short and sweet



DPC Policy Toolkit:

<https://www.dpconline.org/digipres/implement-digipres/policy-toolkit>

Access the DPC's Digital Preservation Policy Toolkit here

What's in the Toolkit?

- Introduction
- What makes a good DP policy
- Step-by-step guide to building a policy
- Template for a DP Policy
- University of Bristol Policy
- Further Resources



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DPC Members can access:

- what makes a good policy,
- step by step guide to building a policy,
- template for building a policy.

And for non-members, there is a handy introduction to writing a policy, as well as the write up from the University of Bristol (including the policy they wrote as a result) and some more useful

Engaging through tools

- Demonstrate the gaps in resources and process
- Demonstrate the risks of doing nothing
- Benchmark where you should be (or would like to be)
- Demonstrate how digital preservation supports the organisation and fits in with the policy landscape

